

"YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON." Eighteen times a day, these words radiate out over Elm Street, past the Quad, College Hall, and the banks of Paradise. They spread out over the whole campus bringing good music, drama, and news to Smith students.

Only a short six years ago, WCSR was little more than an ideal... but it was an ideal that had to be achieved. When, in 1941, Smith students began producing programs over local commercial radio for the department of Public Relations, the goal was first envisioned. In the fall of 1948, Marjorie Boselly ('49) and her radio committee worked hard to create a campus interest in a radio for Smith College. Even though Mr. King, ^{our town electrician,} had said that there could be no hope for a radio station that year and no promise of one in the future, the committee members did not give up. They attended intercollegiate radio conferences. They gathered material on other college stations. They trained themselves in announcing and production work. They sent for plans, for technical advice, and for information on forming a radio station. Campus enthusiasm increased tremendously as the student newspaper whole-heartedly supported the committee.

At last, in April of that year, President Davis approved plans for the development of a student-operated radio station. The entire campus applauded his action. By an almost unanimous vote of the student body, WCSR was placed on Blanket Tax and each student volunteered to donate \$2.00 apiece toward the station. A total of \$4100 put WCSR on the air by November, 1949.

At first WCSR encountered many set-backs: power failures, faulty equipment, lack of records, and an inexperienced staff. College support,

however, was so strong that in only one month more than 700 records were donated by the students for radio use; and gradually, WCSR came into its own.

In the spring of 1950, WCSR joined Amherst's WAMF in the first inter-collegiate radio network in the United States. The union was celebrated by a broadcast emanating from Davis Ballroom where more than 500 persons active in radio and educational fields in the Connecticut Valley, Boston, and New York areas were ~~audience~~ for the opening ceremonies.

Another first occurred when, in 1951, WCSR played hostess to the first Eastern Collegiate Radio Conference. The entire program for the weekend was planned and executed by WCSR members. 73 delegates from colleges all over New England, New York, and Pennsylvania attended the discussions and forums held at the Alumnae House. Each discussion group, such as those on advertising or on the various facets of programming, were led by men prominent in commercial radio. The conference was a huge success. The delegates went away with many new ideas, more information, and with enthusiasm for Smith College and its radio station.

Throughout its five year career, WCSR has served college interests. As an educational station, it took great delight in broadcasting campus debates such as "Should Juniors have unlimited over-nights?" Special events played an important part in programming. Professor John Duke made his radio debut at Smith with three original songs performed for the first time in public over WCSR. Students wrote and adapted plays for WCSR's drama productions, and interviewed visiting speakers and prominent campus personalities. Miss Cynthia Walsh, president of

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THE Hampshire Bookshop, gave bi-monthly bookreviews which were well received. Campus talent shows featured Smith singing groups, quartets, piano recitals, and a popular song contest . Classical and popular music for enjoyment or study filled most of the broadcasting schedule but these special programs provided an excellent outlet for the originality and inventiveness of Smith students.

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WCSR's future history is being carefully planned. Now broadcasting a total of 55 hours a week, next fall the station will be on the air more than 84 hours each week. Because the radio staff has increased by more than 100% in the last month, more special interest programs and classical music shows are being created to fill the increased number of broadcasting hours. Plans are underway to purchase better technical equipment and the cable to each dormitory should be completed this summer. New candidates for WCSR are given careful training during a nine week period, in radio policies, techniques, and procedures. This spring WCSR admitted 54 new members, many of whom show great promise.

Next November will complete WCSR's fifth year of broadcasting. WCSR members are very proud of their past work ..but are continually improving. Radio proficiency at Smith has now reached a new high and WCSR is bound and determined to maintain its place as America's best women's college radio.

